Rating

0.00

0.00

Net Amount

\$21,611.25

\$21,611.25

## **ORDER**

Orders	Order / Rev:	206630		WOULD
	Alt Order #:	6853657	_	1000
	Product Desc:	DETROIT INTERN'L BRI	_	dk tV
	Estimate:	919925	_	WOOD
	Flight Dates:	09/19/12 - 09/25/12	Primary AE:	Petry Philadelphia
	Original Date / Rev:	09/18/12 / 09/26/12	Sales Office:	P-PHI
	Order Type:	REG	Sales Region:	Nat
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P3	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN10086/SP6681/TO1332/MO1041

Totals

Month

Totals

September 2012

# Spots

42

42

Gross Amount

\$25,425.00

\$25,425.00

## **Account Executives**

End Date

09/25/12

Bill Plan

Start Date

08/27/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

\$25,425.00

Net Amount

\$21,611.25

# Spots Gross Amount

42

Order Share	Share	Total
WOOD	38%	\$25,425.00
Market	100%	\$66 907 89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$1,338.16
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	30%	\$20,072.37
WXMI	0%	\$0.00
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	30%	\$20,072.37

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
,	E 1	WOOD	09/19/12	09/19/12		CM	12-1p	W	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
		NEWS			News 8 @ Noon									
		_												
		Star	t Date I	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	W	eek: 09/1	7/12	09/23/12	W	1	\$450.00	0.00						
	E 2	WOOD	09/20/12	09/20/12		CM	12-1p	T	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
												-		

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Order / Rev: 206630 Advertiser: POL/Detroit International Bridge

DETROIT INTERN'L BRI Alt Order #: 6853657 Product Desc: WOOD

Flight Dates: 09/19/12 - 09/25/12 Estimate: 919925

Ln Ch Start End	Inventory Code	Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	Noon News News 8 @ Noon										
NEWS	14CW3 0 @ 140011									_	
Start Date End Date	Weekdays	Spots/Week	Rate	Rating	_						
Week: 09/17/12 09/23/12	T	1	\$450.00	0.0				<b>*</b> 450 00 <b>D</b> 0	0.00.104		<b>0.450.00</b>
E 3 WOOD 09/21/12 09/21/12	Noon News News 8 @ Noon	CM	12-1p	-	F	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
NEWS	110110 0 0 110011										
Start Date End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/17/12 09/23/12 E 4 WOOD 09/24/12 09/24/12	F	1	\$450.00	0.0		-20		\$450.00 P3	0.00 NM	,	<b>#450.00</b>
E 4 WOOD 09/24/12 09/24/12	Noon News News 8 @ Noon	СМ	12-1p	IVI		:30	1	\$450.00 P3	U.UU INIVI	1	\$450.00
NEWS											
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	_						
Week: 09/24/12 09/30/12 E 5 WOOD 09/25/12 09/25/12	Noon News	CM	\$450.00 12-1p	0.0	0 T	:30	1	\$450.00 P3	0.00 NM	1	\$450.00
L 3 WOOD 09/23/12 09/23/12	News 8 @ Noon	Civi	12-16	_	1	.30	'	φ430.00 F3	U.UU INIVI	'	φ430.00
NEWS											
<u>Start Date</u> <u>End Date</u> Week: 09/24/12 09/30/12	<u>Weekdays</u> - T	Spots/Week	Rate	Rating 0.0							
E 6 WOOD 09/19/12 09/19/12	-	CM	\$450.00 1-2p		- W	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
2 0 WOOD 03/13/12 03/13/12	Days of Our Lives		1-2β		"	.50		Ψ200.001 4	0.00 14101	'	Ψ230.00
DAYS OF OUR LIVES											
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$250.00	Rating 0.0	_						
E 7 WOOD 09/20/12 09/20/12	· · · · · · · · · · · · · · · · · · ·	•	1-2p		T	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
2 1 11000 00/20/12 00/20/12	Days of Our Lives		, <u>-</u> p		•	.00		Ψ200.001 1	0.00 14111	·	Ψ200.00
DAYS OF OUR LIVES			5.	5							
Start Date End Date Week: 09/17/12 09/23/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$250.00	Rating 0.0							
E 8 WOOD 09/21/12 09/21/12	Days of Our Lives	· ·	1-2p		F	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
	Days of Our Lives		·								
DAYS OF OUR LIVES	Wookdovo	Spoto/Mook	Poto	Doting							
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.0							
E 9 WOOD 09/24/12 09/24/12	Days of Our Lives	CM	1-2p			:30	1	\$250.00 P4	0.00 NM	1	\$250.00
DAY 05 01 D 1 1/50	Days of Our Lives	3									
DAYS OF OUR LIVES Start Date End Date	Weekdays	Spots/Week	Rate	Rating	,						
Week: 09/24/12 09/30/12	M	1	\$250.00	0.0							
E 10 WOOD 09/25/12 09/25/12	Days of Our Lives	CM	1-2p	-	T	:30	1	\$250.00 P4	0.00 NM	1	\$250.00
DAYS OF OUR LIVES	Days of Our Lives	3									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/24/12 09/30/12	- T	1	\$250.00	0.0							
E 11 WOOD 09/19/12 09/21/12	•	CM	2-3p	-	- WTF	:30	2	\$200.00 P3	0.00 NM	2	\$400.00
RACHEL RAY	Rachael Ray										
Start Date End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/17/12 09/23/12	WTF	2	\$200.00	0.0	0						
E 16 WOOD 09/19/12 09/21/12	•	CM	3-4p	-	- WTF	:30	3	\$200.00 P3	0.00 NM	3	\$600.00
DOCTORS	Dr Oz										
Start Date End Date	Weekdays	Spots/Week	Rate	Rating	1						
Week: 09/17/12 09/23/12	WTF	3	\$200.00	0.0							
E 21 WOOD 09/19/12 09/19/12		CM	5a-6am	-	- W	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
NEWS	5am Daybreak										
Start Date End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/17/12 09/23/12	W	1	\$225.00	0.0				<b>.</b>			<b>A</b>
E 22 WOOD 09/20/12 09/20/12		СМ	5a-6am	-	T	:30	1	\$225.00 P4	0.00 NM	1	\$225.00

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Order / Rev: 206630 Advertiser: POL/Detroit International Bridge

DETROIT INTERN'L BRI Alt Order #: 6853657 Product Desc: WOOD

Flight Dates: 09/19/12 - 09/25/12 Estimate: 919925

Ln Ch	Start	End	Inventory Code	Break	Start/End 1	Time Da	ays	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			5am Daybreak 5am Daybreak										
NEWS			Jam Daybicak								_		
	rt Date	End Date	<u>Weekdays</u> T	Spots/Week	Rate	Rating							
Week: 09/ E 23 WOOD		09/23/12	5am Daybreak	CM	\$225.00 5a-6am	0.00	- F	:30	1	\$225.00 P4	0.00 NM	1	\$225.00
L 23 WOOD	03/21/1	2 05/21/12	5am Daybreak	OW	Ja-Jain		-1	.50		Ψ225.001 4	0.00 14101		Ψ220.00
NEWS		E 15 :		0	Б.,	Б.:							
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$225.00	Rating 0.00							
E 24 WOOD			5am Daybreak	CM	5a-6am			:30	1	\$225.00 P4	0.00 NM	1	\$225.00
NEWO			5am Daybreak										
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/30/12	M	1	\$225.00	0.00							
E 25 WOOD	09/25/1	2 09/25/12	5am Daybreak	СМ	5a-6am	- T-		:30	1	\$225.00 P4	0.00 NM	1	\$225.00
NEWS			5am Daybreak										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					į		
Week: 09/		09/30/12	- T	1	\$225.00	0.00							
E 26 WOOD	09/19/1	2 09/19/12	Today Show M-F Today Show	CM	658-9a	W	I	:30	1	\$950.00 P3	0.00 NM	1	\$950.00
TODAY	SHOW		roday onow										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 09/ E 27 WOOD		09/23/12	Today Show M-F	CM	\$950.00 658-9a	0.00	T	:30	1	\$950.00 P3	0.00 NM	1	\$950.00
LZI WOOD	03/20/1	2 03/20/12	Today Show	Civi	030-9a		1	.50	'	ψ930.0013	0.00 INIVI	'	ψ930.00
TODAY													
Sta Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$950.00	Rating 0.00							
E 28 WOOD			Today Show M-F	CM	658-9a		- F	:30	1	\$950.00 P3	0.00 NM	1	\$950.00
TODAY	CLIOW		Today Show										
TODAY Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/23/12	F	1	\$950.00	0.00							
E 29 WOOD	09/24/1	2 09/24/12	Today Show M-F	CM	658-9a	М		:30	1	\$950.00 P4	0.00 NM	1	\$950.00
TODAY	SHOW		Today Show										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/		09/30/12	M	1	\$950.00	0.00				\$050.00 D4	0.00 NIM		<b>#050.00</b>
E 30 WOOD	09/25/1	2 09/25/12	Today Show M-F Today Show	CM	658-9a	- T-		:30	1	\$950.00 P4	0.00 NM	1	\$950.00
TODAY	SHOW		. caa, cc										
Sta Week: 09/	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate \$950.00	Rating 0.00							
E 31 WOOD		09/30/12	Today Show 2	CM	9-10a		I	:30	1	\$500.00 P4	0.00 NM	1	\$500.00
			Today Show 2	· · · ·	0 .00			.00	•	Ψοσοίοσι .	0.00		Ψ000.00
	SHOW I		Wookdovo	Cnoto/Mook	Poto	Doting							
Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$500.00	Rating 0.00							
E 32 WOOD	09/20/1	2 09/20/12	Today Show 2	CM	9-10a		T	:30	1	\$500.00 P4	0.00 NM	1	\$500.00
TODAY	SHOW	11	Today Show 2										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/	17/12	09/23/12	T	1	\$500.00	0.00							
E 33 WOOD	09/21/1	2 09/21/12	Today Show 2	СМ	9-10a		- F	:30	1	\$500.00 P4	0.00 NM	1	\$500.00
TODAY	SHOW	II	Today Show 2										
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					ļ		
Week: 09/		09/23/12	F	1	\$500.00	0.00 M		.20	1	\$500 00 D4	0.00 NIN4	4	<b>¢</b> E00 00
E 34 WOOD	09/24/1	Z U9/Z4/12		CM	9-10a	M		:30	1	\$500.00 P4	0.00 NM	1	\$500.00

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Order / Rev: 206630 Advertiser: POL/Detroit International Bridge

DETROIT INTERN'L BRI Alt Order #: 6853657 Product Desc: WOOD

Flight Dates: 09/19/12 - 09/25/12 Estimate: 919925

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Today Show 2 Today Show 2									
TODAY S	SHOW I	I	roday Snow 2									
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	M	1	\$500.00	0.00						
E 35 WOOD	09/25/1	2 09/25/12	Today Show 2 Today Show 2	CM	9-10a	- T	:30	1	\$500.00 P4	0.00 NM	1	\$500.00
TODAY S	SHOW I	I	Today Show 2									
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	- T	1	\$500.00	0.00						
E 36 WOOD	09/22/1	2 09/22/12	Daybreak Sat @6		6-7a	S-	:30	1	\$300.00 P3	0.00 NM	1	\$300.00
NEWS			Daybreak Sat 6a	Ш								
Start	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	S-	1	\$300.00	0.00						
E 37 WOOD	09/22/1	2 09/22/12	Daybreak Sat @7		658-8a	S-	:30	1	\$650.00 P3	0.00 NM	1	\$650.00
NEWS 8	Α		Daybreak Sat@7	am								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	S-	1	\$650.00	0.00						
E 38 WOOD	09/23/1	2 09/23/12	•		6-7a	S	:30	1	\$300.00 P3	0.00 NM	1	\$300.00
SU DAYE	BREAK		Daybreak Sun @	bam								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	S	1	\$300.00	0.00						
E 39 WOOD	09/23/1	2 09/23/12		CM	758-9a	S	:30	1	\$950.00 P4	0.00 NM	1	\$950.00
TODAY			Today Show Sun	day								
_	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	S	1	\$950.00	0.00						
E 40 WOOD	09/19/1	2 09/19/12	M-F 6p News	CM	6-630p	<b>W</b>	:30	1	\$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	AT 6PM	1	M-F News 8 @6p	)								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1	7/12	09/23/12	W	1	\$1,500.00	0.00						
E 41 WOOD	09/20/1	2 09/20/12	M-F 6p News	CM	6-630p	T	:30	1	\$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	AT 6PM	1	M-F News 8 @6p	)								
_	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1	7/12	09/23/12	T	1	\$1,500.00	0.00						
E 42 WOOD	09/21/1	2 09/21/12	M-F 6p News	CM	6-630p	F	:30	1	\$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	AT 6PM	1	M-F News 8 @6p	)								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	F		\$1,500.00	0.00						
E 43 WOOD	09/24/1	2 09/24/12	M-F 6p News	CM	6-630p	M	:30	1	\$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	AT 6PM	1	M-F News 8 @6p	)								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	M		\$1,500.00	0.00						
E 44 WOOD	09/25/1	2 09/25/12	M-F 6p News	CM	6-630p	- T	:30	1	\$1,500.00 P4	0.00 NM	1	\$1,500.00
NEWS 8	ΔT 6PN	1	M-F News 8 @6p	)								
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	- T		\$1,500.00	0.00						
E 45 WOOD	09/22/1	2 09/22/12	Sat 6p News 8	CM	6-630p	S-	:30	1	\$850.00 P3	0.00 NM	1	\$850.00
SA NWS			Sat News 8 @6p									
_	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/1		09/23/12	S-	1	\$850.00	0.00						
E 46 WOOD	09/25/1	2 09/25/12		СМ	11-1135p	- T	:30	1	\$1,000.00 P4	0.00 NM	1	\$1,000.00

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Order / Rev: 206630 Advertiser: POL/Detroit International Bridge

Alt Order #: 6853657 Product Desc: DETROIT INTERN'L BRI WOOD

Flight Dates: 09/19/12 - 09/25/12 Estimate: 919925

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount LN M-F M-F News 8 @ 11 NEWS 8 AT 11PM Start Date End Date Weekdays Spots/Week Rating Rate 09/30/12 - T- - - -1 \$1,000.00 Week: 09/24/12 0.00 E 47 WOOD 09/22/12 09/22/12 LN Sa СМ 11-1130p ---S-:30 1 \$1,000.00 P4 0.00 NM \$1,000.00 Saturday News 8 @11 **NEWS** Spots/Week Start Date End Date Weekdays Rate Rating Week: 09/17/12 09/23/12 ---S-\$1,000.00 0.00

Totals 42 \$25,425.00